



Dear Forty Under 40 Awards Judges,

It is with great anticipation that I write this letter in support of Ian Asplund's Forty Under 40 Award nomination. I first met Ian in 2003 when he was hired as an EMC Insurance Companies intern and have served as his direct supervisor for the last eight years. Ian first reported to me in 2009 when we created a new modeling unit and our company's first economic capital model. In 2015, Ian became our company's Chief Actuary, and at the end of 2017, he was promoted to his current role.

As Chief Analytics Officer at EMC, Ian leads the EMC Innovation Lab, as well as our business intelligence, business insights and data warehousing capabilities. Ian's keen intuition and deep understanding of the insurance industry have helped us take our strategic analytics initiatives to the next level. Under Ian's leadership, his team has grown to more than 50 people and will continue to expand as responsibilities increase. His team has added great value to EMC through the development of models, intelligence dashboards and a focus on agent differentiation.

Ian has been a key proponent in EMC's expanded development and investment in innovative solutions, products and services — ones that will set us apart and help our agents win more business. Just a few of the efforts Ian has helped spearhead include: investment in the Global Insurance Accelerator, a business accelerator focused on developing and growing insurance-centric startups; partnership with Iowa-based tech startup MākuSafe, an innovative company that's developed patent-pending wearable technology; and investment in Plug and Play, the world's largest Insurtech platform that connects corporations with startups in different growth stages. I look forward to seeing what Ian will accomplish in the coming years. He is an asset to our team and a pleasure to work with.

Ian has also served as a mentor for the Global Insurance Accelerator—working with start-up companies from around the world that come to Des Moines to jump-start their businesses. His involvement with these companies has been critical as they formulate a road map for success. Volunteerism is not new to Ian, however, as he has also volunteered to grade actuarial exams for many years as a way to give back to the Casualty Actuarial Society.

If you have any questions or need clarification, please feel free to contact me.

Sincerely,
Scott Jean
Executive Vice President of Finance and Strategy
scott.r.jean@emcins.com
515-345-2006

717 Mulberry Street | Des Moines, IA 50309-3872 | P.O. Box 712 | Des Moines, IA 50306-0712 | 515.280.2511 | 800.447.2295 | www.emcins.com

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